

Press release – 8 March 2010

The top six French telecom operators select *ip-label.newtest* to measure the quality of their fixed-line telephone services

In December 2008, the ARCEP (the French national electronic communications and postal regulation authority) issued its decision to require operators to publish quality of service indicators for fixed-line telephony (PSTN, ADSL and cable).

To fulfill this obligation, the operators (Bouygues Telecom, Darty Telecom, France Télécom, Free, Numéricable and SFR) have jointly selected *ip-label.newtest* as their sole independent provider to carry out these measurements.

The European frontrunner in its market, *ip-label.newtest* is positioned as a trustworthy third-party in the digital universe. *ip-label.newtest* offers extensive expertise in the fields of perceived quality of triple-play services (voice, data, image) and critical corporate IT applications.

To carry out its mission, *ip-label.newtest* will deploy an operator-dedicated measurement network across ten cities that are representative of national demographics.

In each city, the measurement system will be run and managed by *ip-label.newtest* independently of the operators. Furthermore, test hardware and test protocols will be strictly identical from one operator to the next in order to ensure total impartiality in the execution of measurements.

The tests run by *ip-label.newtest* will emulate the behavior of a user of a fixed-line telephone service (call to the telephone network, international calls, etc.) and collect essential metrics associated with the operation of the telephone service: correct call processing, time to place the call, and speech quality.

ip-label.newtest will carry out quarterly two-week long measurement campaigns. The indicators required by the ARCEP will be calculated from the tests performed during these campaigns.

About *ip-label.newtest*

Around the world, *ip-label.newtest* solutions measure the quality of applications from the user's point of view: business applications as well as web, voice and even TV over IP. A trusted third-party with its own metrology infrastructure (nearly 100 million measurements every day) and independent institute, *ip-label.newtest* is sought out by world-class enterprises and their service providers to control the performance of their critical applications and give themselves a competitive edge, as well as by telecom operators and IT managers mindful of the robustness of their infrastructures. Because license mode and Software as a Service (SaaS) mode correspond to different types of usage and needs, *ip-label.newtest* offers its customers both of the company's two tried-and-true models.

Beyond measurement, *ip-label.newtest* offers IT and operations executives its consulting expertise to assist them in managing the risks and reducing the costs associated with the performance of business applications. *ip-label.newtest*, in addition to its metrology networks, has developed a network of sales and technical partners to ensure access to expected functionalities and consistent service levels everywhere in the world.

To find out more: www.ip-label.com

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